F. J. STRAUSS CO., Inc.

OFFICES AND PERMANENT SHOWROOM

1107 BROADWAY • NEW YORK 10, N. Y. • Tel.: ORegon 5-8757

SUITE 405

TRADEMARK

Straco

TOYS OF QUALITY

Presents

ITS

1970

TOYS

TRADEMARK

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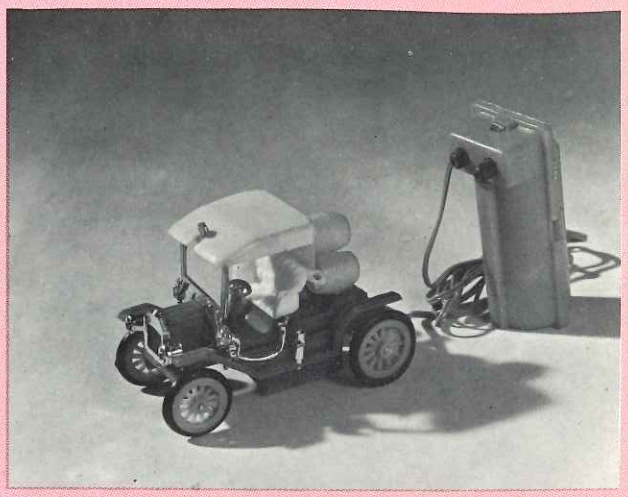
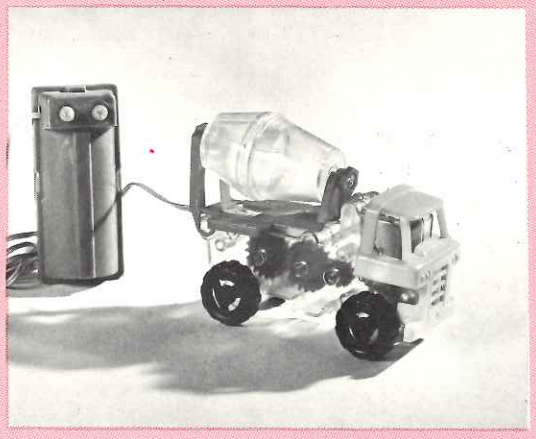
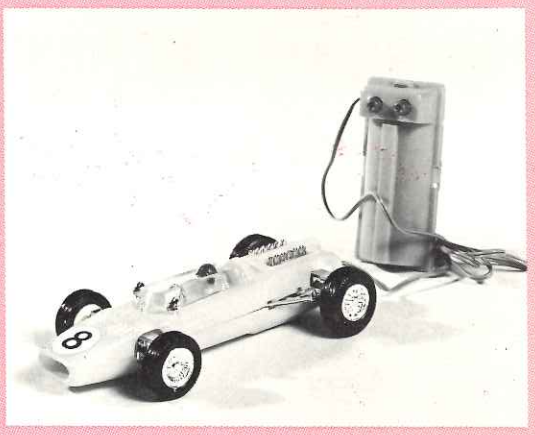
25/98 6 Assorted 4" Battery Operated Remote Control Old Timer Cars. 6 Authentic replicas of yesteryear cars. Each runs forward and reverse by pressing hand control. Heat sealed on multi-colored printed cards. 18 dz. 56# Uses 1 C Battery



25/400 6 Assorted 4" Battery Operated Remote Control Old Timer Cars. An additional 6 models to add to our 25/98 collection. Each car runs forward and reverse by pressing the hand control. Heat sealed on multi-colored printed card. 18 dz. 56# Uses 1 C Battery.



25/501 3 Assorted 5" Battery Operated Remote Control "See In Action" Vehicles. Assortment consists of a see thru locomotive, cement mixer, and dump truck. Each runs forward and reverse by pressing hand control. "See In Action" shows the gears actually moving. Heat Sealed on a multi-colored printed card. 12 dz. 40# Uses 1 C Battery.



25/156 6 Assorted 5" Battery Operated Remote Control Racing Cars. 6 Authentic replicas of Indianapolis racers. Each racer runs forward and reverse by pressing hand control. Heat sealed on multi-colored printed cards. 18 dz. 56# Uses 1 C Battery.

99/30 12 Multicolored Spinning Tops with Battery operated Spinner. Each set Shrink packed 4 dz. 54#

25/114 3 Assorted 5" Battery Operated Remote Control Locomotives. 3 Authentic replicas of yesteryear's locomotives. Each runs forward and reverse by pressing hand control. Heat sealed on multi-colored printed card. 12 dz. 48# Uses 1 C Battery

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(1)

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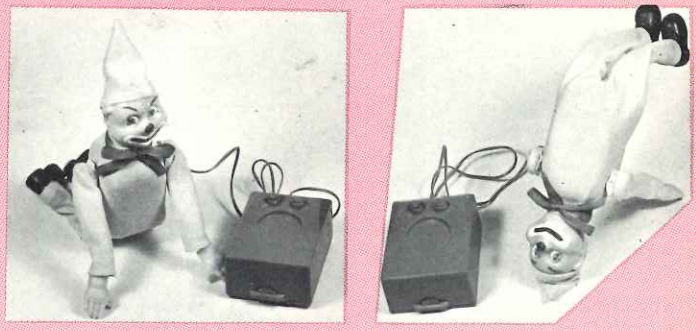
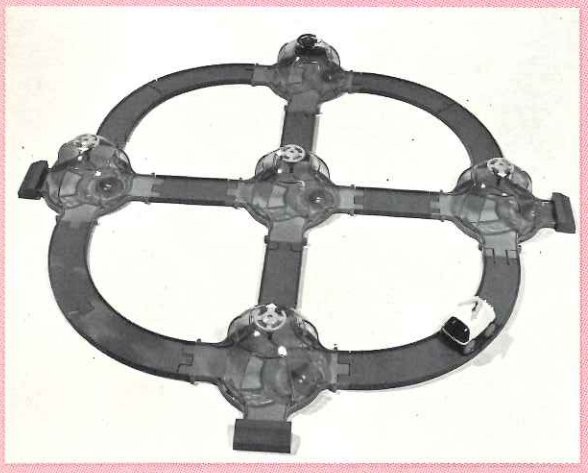
8/800 B/O Happy Harry the Hysterical Laughing Robot Bump N Go and Laughing Action with Opening Mouth. 2 D Batteries 1 dz. 40#



29/400 B/O Remote Control Tumbling Clown Window Display Box. 3 C Batteries 6 dz. 40#.

20/616 B/O Lunar Loop with Gyrating Action 3 D Batteries 1-1/2 dz. 40#



129/404 B/O Lunar Traffic Control with one Moon Traveler. 2 Penlite Batteries. 1 dz. 35#

24/504 B/O Space Gyroscope with Stand. Window Display Box. 2 D Batteries 4 dz. 40#.

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2

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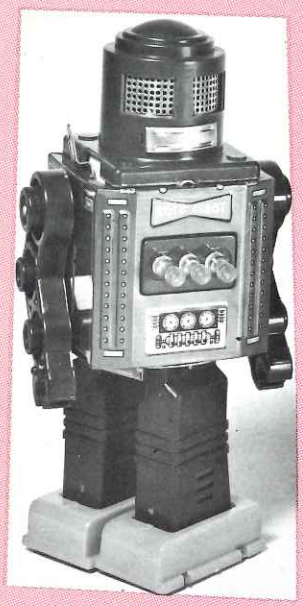
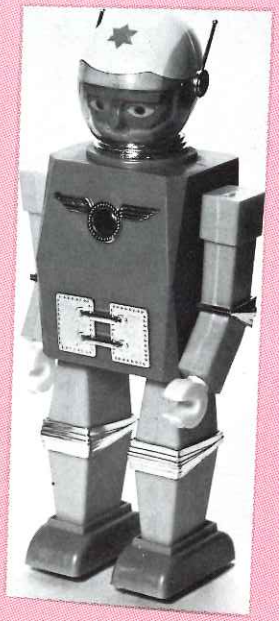
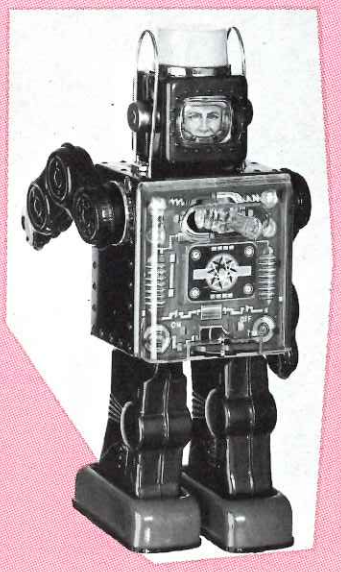


212/30 9" B/O Rotomatic Robot
2 C Batteries 3 dz. 40#



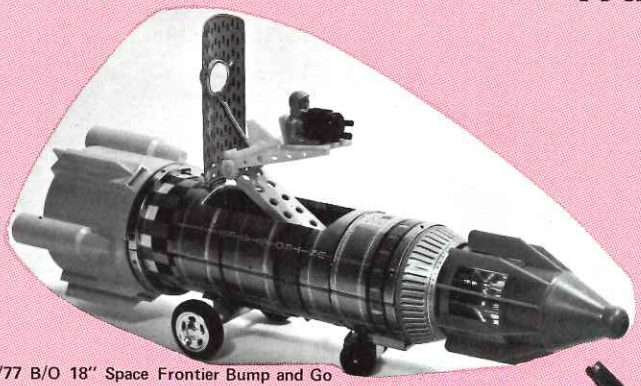
99/100 14" B/O Walking Robot
2 D Batteries W/B 1 dz. 30#



212/32 12" B/O Mr. Patrol Robot
2 D Batteries 1 dz. 22#

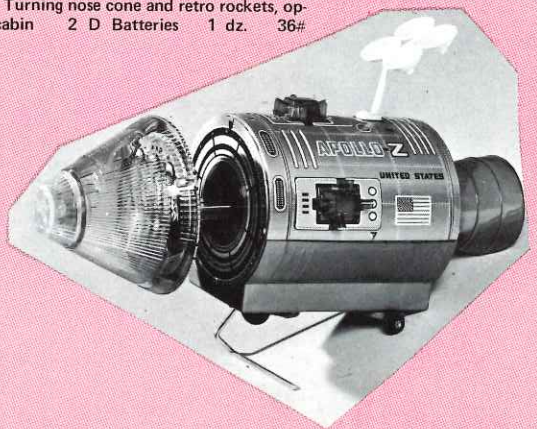
212/50 12" B/O Swivel Robot
2 D Batteries 1 dz. 28#

21/8 B/O Space Ship X-5 Bump and Go Action Window Boxed 1 dz. 30#



212/77 B/O 18" Space Frontier Bump and Go Action. Turning nose cone and retro rockets, opening cabin 2 D Batteries 1 dz. 36#

212/76 B/O 10" Super Space Capsule Stop and Go Action and Opening Cabin 2 D Batteries 1 dz. 30#



220/504 12" Apollo Z Moon Traveler Stop and Go Action Lifting Body, and protruding nose cone. 2 D Batteries 1 dz. 40#

220/506 16" Apollo X Space Rocket. Stop and Go Action and Rising Action and protruding nose cone. 2 C Batteries 1 dz. 30#

220/507 Solar X Rocket 1 dz. 24#

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212/51 B/O Non Fall Fire Engine 2 C Batteries 2 dz, 46#

24/500 B/O Asst Moon Explorers 8 Wheel Drive Window Display Box 2 C Batteries 3 dz 45#

220/102 B/O Walking dog
2 D Batteries W/B 2 dz. 40#

405/228 B/O Remote Control Police Cars with Siren Window Display Box 2 D Batteries 2 dz, 40#

212/79 B/O 2 Asst Sports Cars Non Fall Action Window Display Box 2 D Batteries 2 dz, 40#

212/54 B/O 2 Asst Volkswagons Non Fall Action Window Display Box 2 D Batteries 2 dz, 40#

212/201 B/O 2 Asst Racing Cars Non Fall Action Window Display Box 2 D Batteries 2 dz, 40#

205/120 B/O 3 Asst Sports Cars Window Display Box Non Fall Action 2 D Batteries 2 dz, 40#

21/204 B/O 2 Asst Police and Fire Cars with Siren Bump and Go Action 2 D Batteries 1 dz, 30#

20/614 B/O Dune Buggy with two Speeds Window Display Box 2 C Batteries 2 dz, 30#

19/260 B/O Remote Control Racer Window Display Box 3 D Batteries 2 dz, 40#

212/80 B/O Non Fall Model T
2 D Batteries 2 dz, 46#

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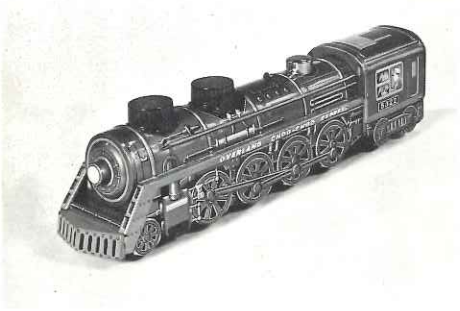
205/121 18" Supersonic Jet Plane Stop N Go retractable wings. 2 D Batteries 1 dz. 32#

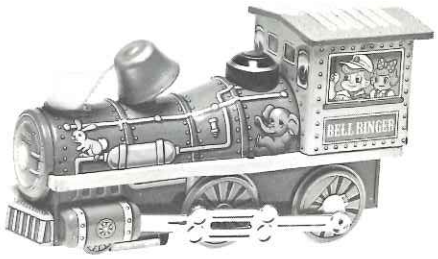
8/300 14" B/O Super Flying Helicopter with Blinking lights and turning propellers. The helicopter actually lifts off the ground, turns around and returns to original position. 2 C Batteries 1 dz. 36#

8/521 14" B/O Jet Plane Stop N Go 2 D Batteries 2 dz. 43#
21/6 24" B/O Jet Plane Stop N Go 3 D Batteries ½ dz. 43#
8/209 17½" B/O 4 Prop Bump N Go Plane 2 D Batteries 2 dz. 43#
21/7 Same Stop N Go Lighted Props 3 D Batteries 1 dz. 30#

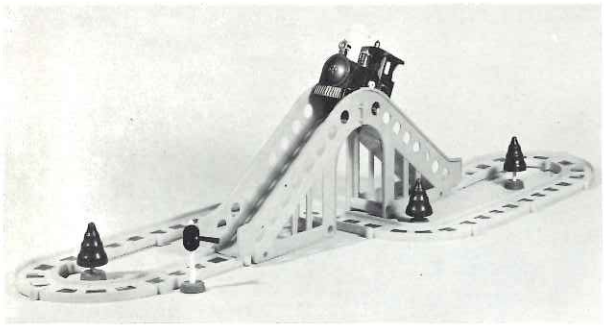


182/5 12" B/O Hooting Loco Bump N Go Multi Colored See Through Display Box 3 D Batteries 3 dz. 46#

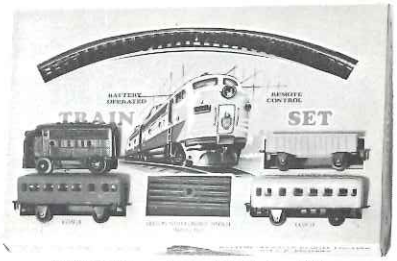
1/63 15" B/O Silver Mountain Loco Bump N Go Action Moving Engineer Multi-colored See Through Display Box 3 D Batteries 2 dz. 46#



21/12 10" B/O Bell Ringer Loco Bump N Go Action Window Box 2 D Batteries 2 dz. 40#

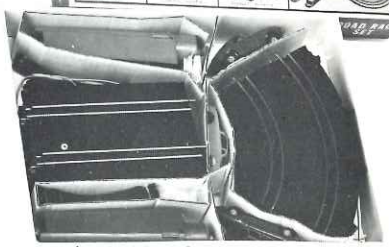


99/319 B/O Hill N Dale Choo Choo 1 dz. 30#



29/203 23 pc. Train Set 2 dz. 40#

129/403 10 Piece Freight Train Set 1 D Battery 2 dz. 30#



B/O Road Race Sets
31/4 33 Pc. 48" (Over & Under) 1 dz. 40#
31/8 20 Pc. 32" (Oval) 2 dz. 60#

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10/41 Musical Jewelry Box
6x4x3 4 dz, 37#

10/44 Musical Jewelry Box 9 x 4 x 3 3 dz, 40#
10/45 Musical Jewelry Box 12 x 6 x 3 1½ dz, 35#

47/100 Music Box with Doll and Ballerina 4 dz, 40#

16/14 B/O 10" Mixer with Bowl 2 D Batteries W/B
2 dz, 34#

CHINA TEA SETS
VINYL BAGGED/HEADER

50/26V	9 Pieces	20 dz.	96#
50/27V	11 Pieces	10 dz.	80#
	WINDOW BOXED		
50/28	17 Pieces	6 dz,	80#
50/30	23 Pieces	3 dz.	80#
50/32	26 Pieces	2 dz.	63#

16/12 B/O 10" Mixer Blender. 2 D Batteries W/B 2 dz, 34#

4/201	Nurse Set	Shrink Packed	6dz,	40#
4/226	Beauty Set	Shrink Packed	6 dz,	40#
4/200	Nursery Set	Shrink Packed	6 dz,	40#
4/227	Baking Set	Shrink Packed	6 dz,	40#

369/209 B/O Beauty Set Shrink Packed 3 dz, 40# Uses 1 Penlite Battery

205/125 11 pc. Embroidery Set 8 dz, 48#

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750 Jet Sew-O-Matic Manual Sewing Machine full bodied metal machine with chrome fittings fully enclosed body eliminates finger guard 3 Window see through box Size 8 1/2" x 5 x 6 1/2" 2 dz. 44#

8/200 B/O Golden Sew-O-Matic Sewing Machine with Light and detachable footpedal. 2 D Batteries; 3 window see through box Size 7 x 4 x 5 2 dz. 60#

703 Sew-O-Matic Jr. Manual Sewing Machine Window display box Size: 6 x 7 x 3 4 dz. 48#

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503/45 12" Karen Doll w/ sleeping eyes Jointed arms, legs, head, VHB 12 dz. 60#

14/503 8!" Baby Joy Doll Window Boxed Jointed Legs and Arms 9 dz. 40#

19/203 4" Fashion Dolls in Pop Up Dump Display. Each Display contains 12 Dolls; Each Doll individually Window Boxed. 25 Dumps 48#

15/151 11" Freckle Doll VHB Asst'd. Dresses. 12 dz. 60#

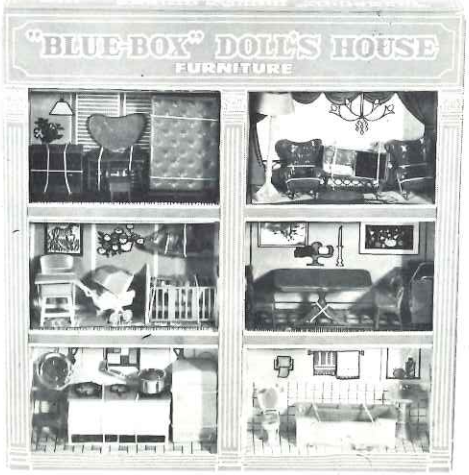
19/3A Handbag with 4" Doll Zipper Closing 7"x5½"x2½" 10 dz. 40#

15/418 Tote Bag with Beauty Accessories comb, brush, nail kit and interchangeable sunglasses with lenses. 8 dz. 50#

9/51 14" x 6" Metal Frame PVC with Rainbonnet in Handle 12 dz. 80#
9/51A Same in psychedelic Colors
9/74 Same 17" x 7"
9/48 11" x 5" Wooden Frame PVC 2 dz per Display Box 24 dz. 40#

369/53 4 Asst'd Doll House Furniture Window Boxed with Header 12 dz. 30#

185/410 11Pc. Home Baking Set 4 dz. 24#



48/29 6 Room Doll House Furniture Set 2 dz. 34#

15/153 2 Asst'd 11 pc. Kitchen Sets 6 dz. 30#

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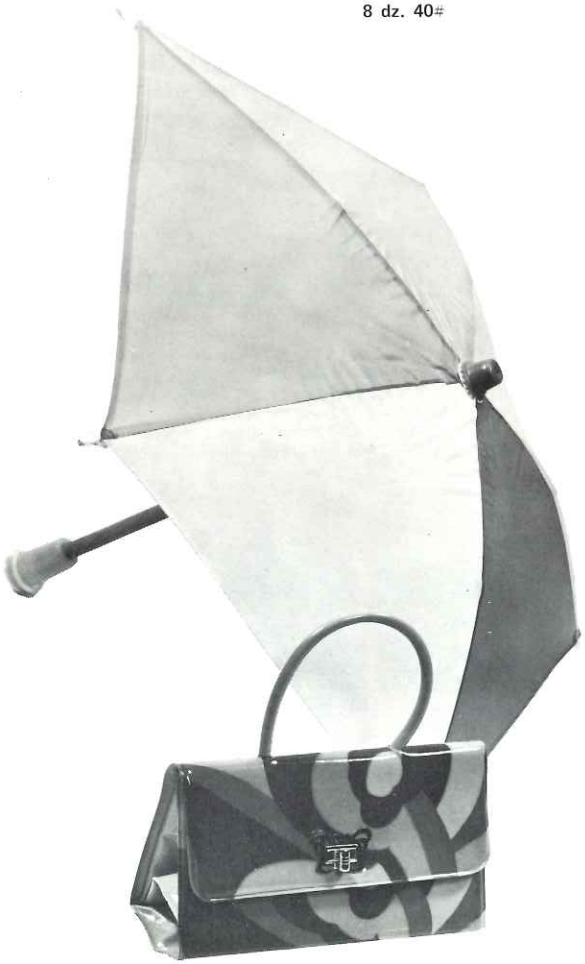
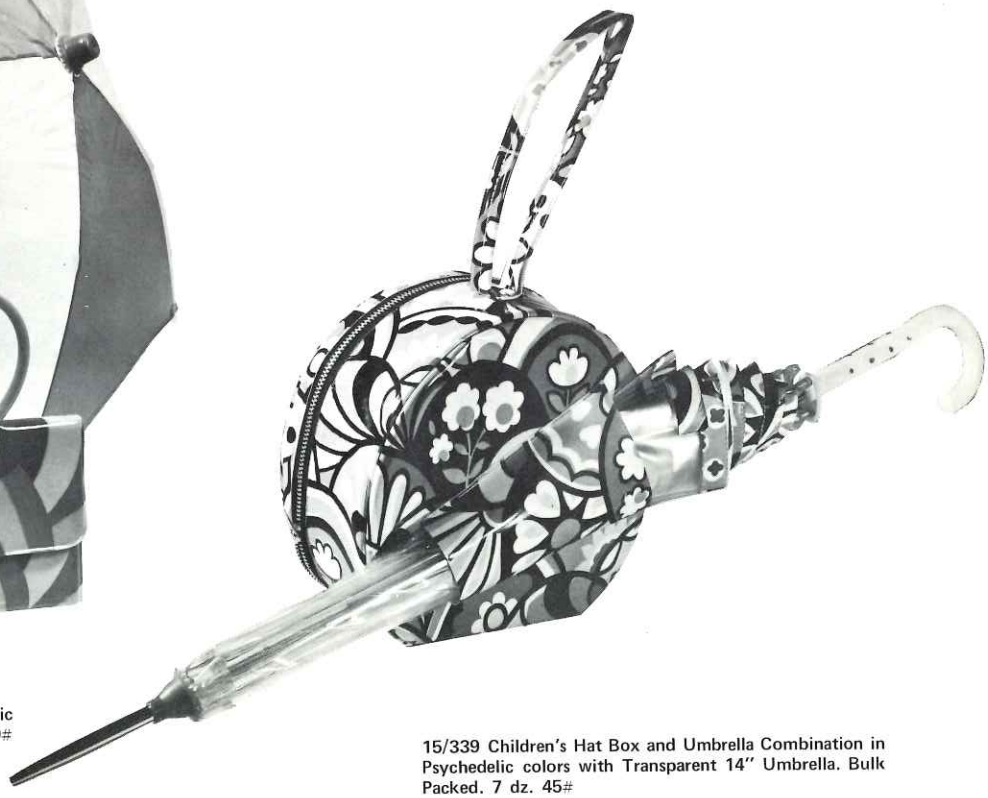
19/249C Go-Go Bag and Umbrella in Psychedelic Colors with Change Purse. Each set individually attached to a multicolored display card. 8 dz. 40#

15/321V Tote Bag and Umbrella in Psychedelic Colors with Transparent Umbrella. Bulk Packed. 10 dz. 46#



19/249 Go-Go Bag and Umbrella in Psychedelic Colors with Change Purse. Bulk Packed. 10 dz. 60#



15/339 Children's Hat Box and Umbrella Combination in Psychedelic colors with Transparent 14" Umbrella. Bulk Packed. 7 dz. 45#

9

TRADEMARK

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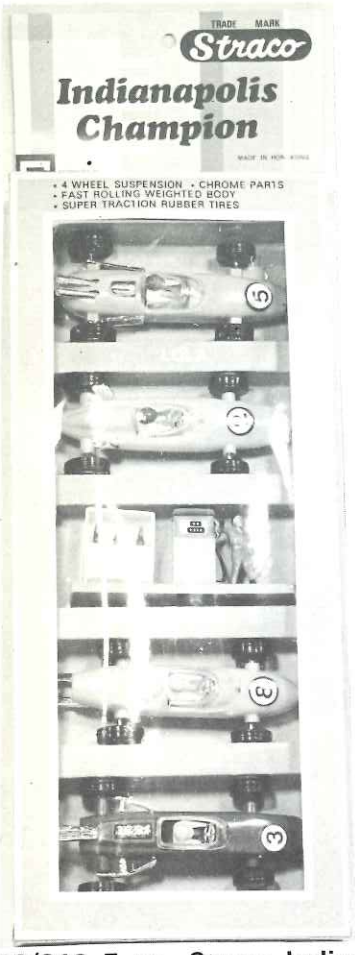
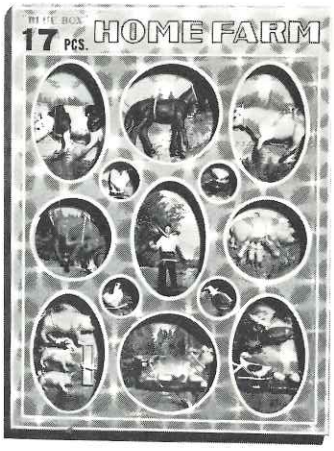


369/216 5 pc. Straco Indianapolis Set with pit stop and attendant. Free wheeling racing cars. 12 dz. 49#

169/420N 6 pc. STRACO Traffic Set with Gas Station and Attendant Free Wheeling Trucks Window Boxed 12 dz. 65#

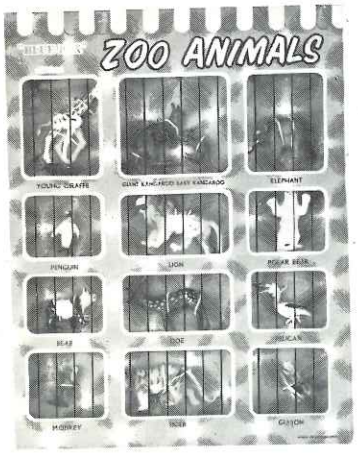
69/228 3 pc. Traffic Set 4 Asst'd. Window Boxed. 12 dz. 40#

216/3 14 pc. Straco Fire Alarm Set Free Wheeling Trucks Window Boxed 6 dz. 72#

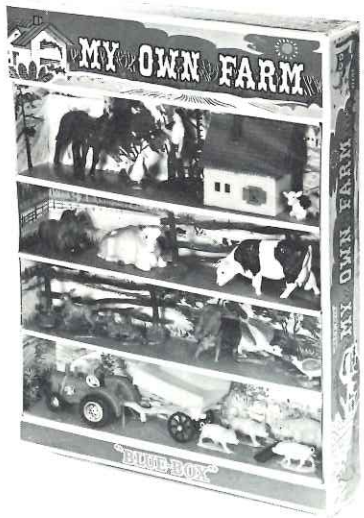


369/222 17 pc. Farm Set 6 dz. 42#

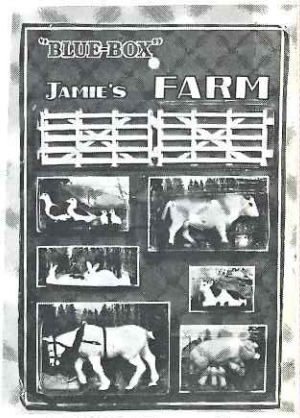
196/10 26 pc. Home Zoo Set Window Boxed 4 dz. 30#



69/325N 13 Piece Zoo Set. 6 dz. 40#



185/439 26 pc. Farm Set 4 dz. 40#



14/357 Farm Set 12 dz. 48#

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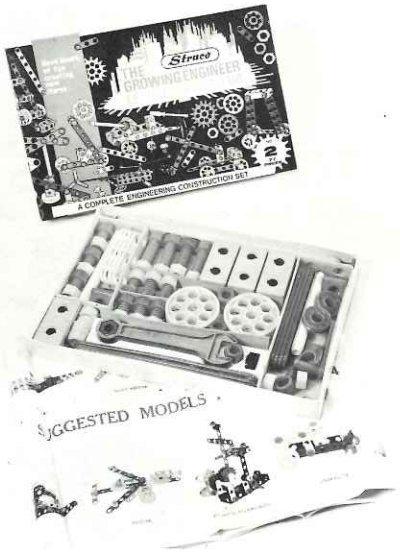
25/453 4 Asst'd. 4" Push Button Animals 48 per Counter Display Box.
12 Display Boxes per Master Carton (48 dz.) 60#
25/452 Same Individually Window Boxed 24 dz. 30#

220/401 6 Asst'd. 3-1/2" All Steel Free Wheeling Trucks. Individually Window Boxed 24 Trucks packed in a counter Display Box. 9 Display Boxes per Master Carton (18 dz.) 60#

17/7 Mech. Robot 5-1/2" W/B
8 dz. 24#

48/406 6 Assorted 5" Acrobats
VBH 24 dz. 40#



GROWING ENGINEER SETS

3001	46 pc. Set	6 dz.	40#
3002	77 pc. Set	3 dz.	50#
3003	127 pc. Set	2 dz.	50#
3004	179 pc. Set	2 dz.	75#

29/202 3 Assorted 6" Wind up Wobble Boats. Wind them up and watch them go. Window Boxed. 12 dz. 49#

15/411 30 pc. Plastic Tool Set with Plastic Tool Chest Individually Shrink Wrapped. 12 dz. 40#

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FRICTION TOYS

See Special Insert for our Crystal Packed Friction

52/1 12" B-727 Jet Plane 2 Asst'd. 6 dz. 44#
5/319 10" B-727 Jet Plane Window Boxed 8 dz. 50#
71/1 9" B-727 Jet Plane Window Boxed 8 dz. 50#

8/500 9" Police Vans 3 Asst'd. Window Boxed 8 dz. 48#
8/532 9" Ice Cream Truck Window Boxed 8 dz. 48#

37/25 8" Plastic Motorcycle with Rider
Window Boxed 8 dz. 40#

52/3 8" Police Fire Amb. Asst'd.
Window Boxed 8 dz. 44#
8/179 8" 3 Asst'd. Stock Cars
Window Boxed 8 dz. 44#

212/82 9" Sparkling Space Gun
Window Boxed 8 dz. 39#

20/133V	18" Double Barrel Pop Gun in Vinyl Carry Case	6 dz.	54#
15/435	18" Double Barrel Pop Gun Heat Sealed on Card	6 dz.	60#
80/106	18" Single Barrel Pop Gun VBH	12 dz.	72#

7/70 8" Luger Cap Pistol 4 dz. 40#

69/37 6" P-38 Repeater Cap Gun 6 dz. 40#

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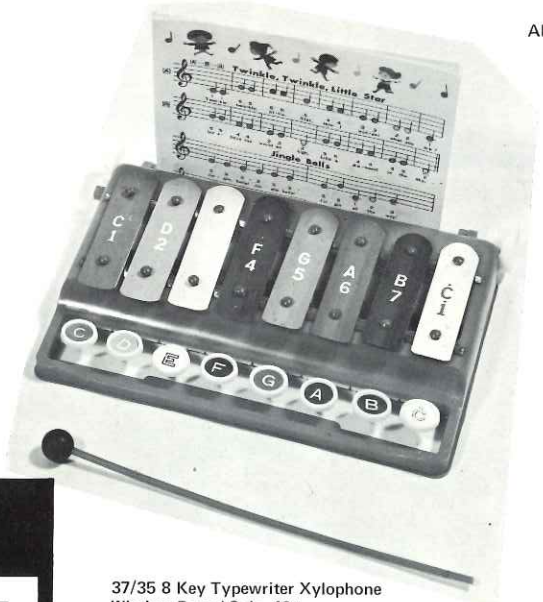
752/2 Automatic Musical Top with Suction Stand
6 Tops per reshippable Bantam Display Box 6 dz. 40#

752/30 Automatic Choral Musical Top with Suction Stand. Each Individually Window Display Boxed with unique "play in box" design. Top can actually be played in the display Box. 4 dz. 40#

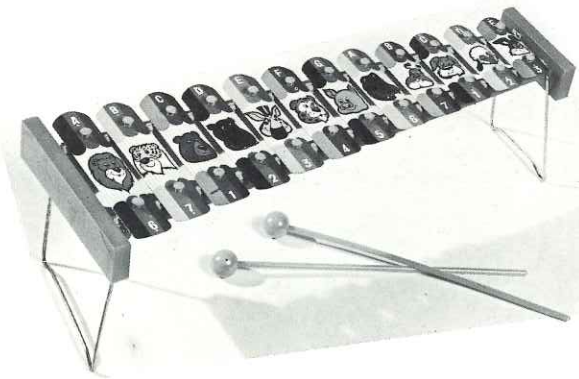
PIANOS
178/101 8 Key 8 dz. 75#

PIANOS
50/210 10 Key 4 dz. 50#
50/212 12 Key 3 dz. 45#
50/215 15 Key 2 dz. 40#
50/218 18 Key 2 dz. 50#
50/220 20 Key 2 dz. 60#
All Packed in Multi-color Boxes.

STANDING PIANOS
50/21 34 Key 1/2 dz. 40#
50/22 20 Key 1 dz. 45#
41/626 36 Key 1/2 dz. 40#
41/635 25 Key 1 dz. 50#



37/35 8 Key Typewriter Xylophone
Window Boxed 8 dz. 40#



XYLOPHONES
20/145V 14 Key 8 dz. 50#
20/146V 8 Key 12 dz. 48#
20/147V 12 Key 12 dz. 66#

MOUTH ORGANS
63/11 10 Reeds 24 dz. 40#
948/32 32 Reeds 6 dz. 40#
948/52 12 Reeds 12 dz. 40#

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SUITE 405

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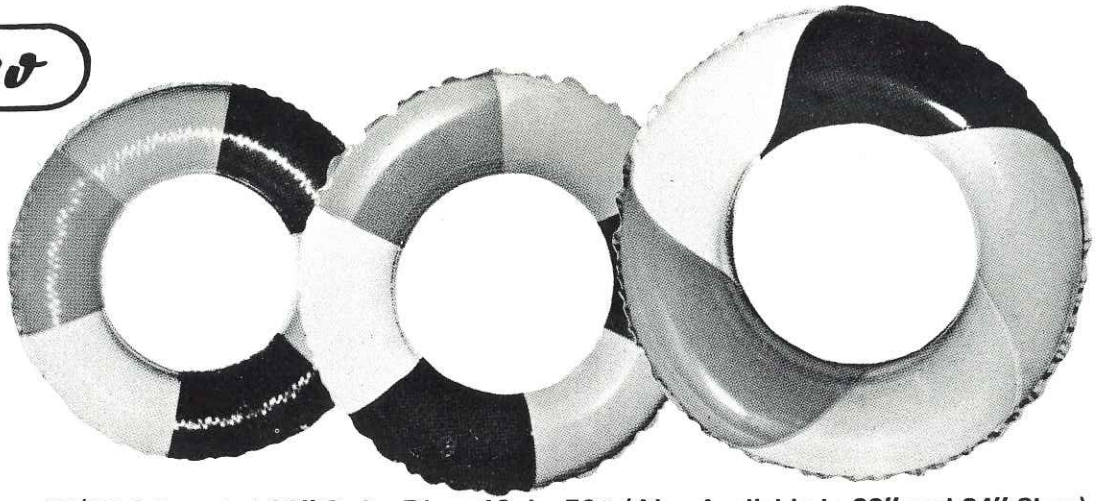
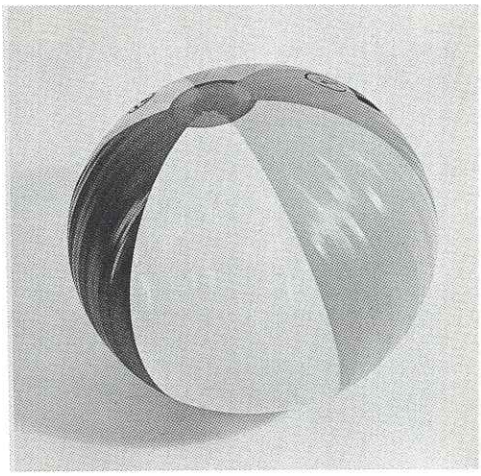
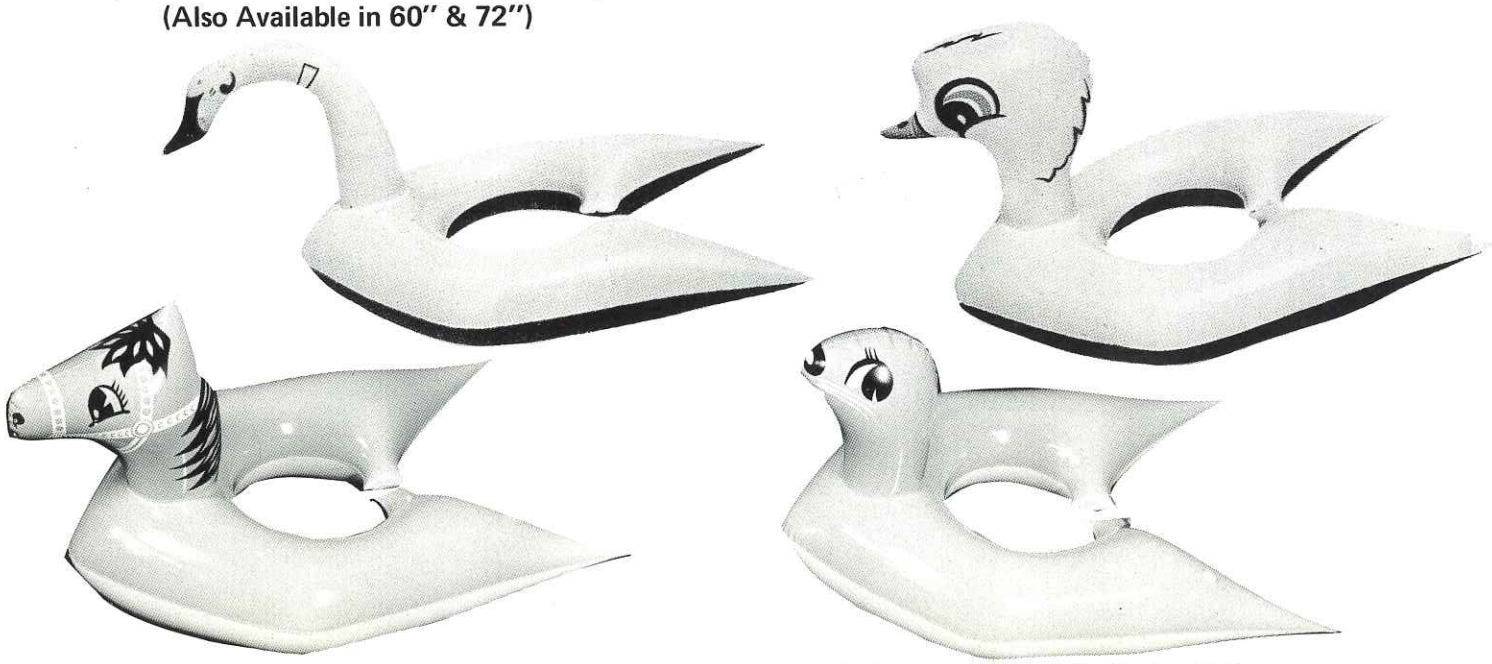


35/27 4 Assorted 20" Swim Rings 12 dz. 50# (Also Available in 22" and 24" Sizes)

35/112 Vinyl Pool 35" x 8" 4 dz. 39#
35/112A Same 40" x 8" 4 dz. 53#
35/112B Same 54" x 8" 2 dz. 50#
(Also Available in 60" & 72")



35/2/16 16" 6 Panel Ball 12 dz. 38#
35/2/20 20" 6 Panel Ball 12 dz. 54#
35/2/24 24" 6 Panel Ball 12 dz. 60#
35/2/28 28" 6 Panel Ball 12 dz. 75#



35/28 18" x 22" Vinyl Inflatable Split Rings 4 Assorted "Heads" 12 dz. 50#

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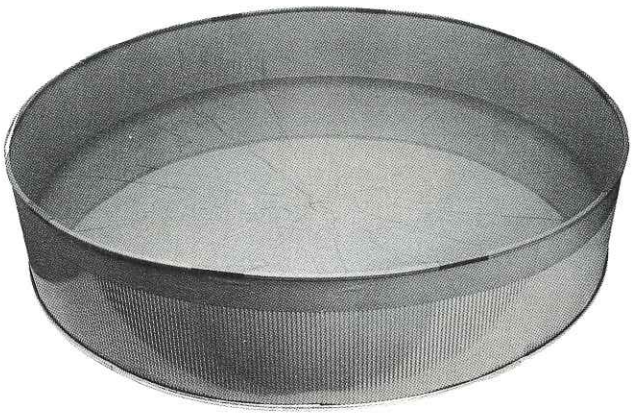
VINYL INFLATABLE SEE-THRU FLOATS WITH TOW ROPE ASST COLORS 35/17 24" x 36" 6 dz. 48#



STEEL POOLS

5/308	5' x 1'	6 pc.	50#
5/309	6' x 1-1/4'	4 pc.	50#

VINYL CONTOUR MATTRESSES WITH PILLOWS

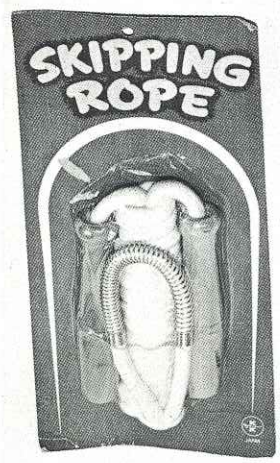
35/1	72" x 27" (Japanese)	3 dz.	39#
35/1A	67" x 27"	3 dz.	33#

CANVAS CONTOUR MATTRESS

5/301	72" x 29"	(Japanese)	12 pc.	33#

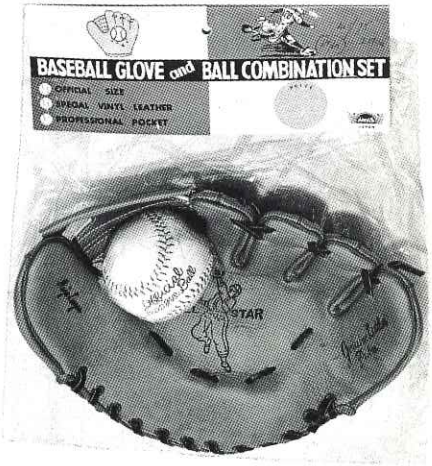
VINYL INFLATABLE CANOES 4 VALVES

55/72	36"	8 dz.	72#
55/73	45"	6 dz.	72#



JUMP ROPES
205/64 Shrink Packed 12 dz. 54#

20/95V 7" Mitt and Baseball
12 dz. 64#



225/74 Regulation Size 5 Finger Vinyl Glove W/Baseball Vinyl Bagged with Header 24 pc. 26#
225/75 Regulation Size 5 Finger Leather Glove W/Baseball Vinyl Bagged with Header 24 pc. 30#

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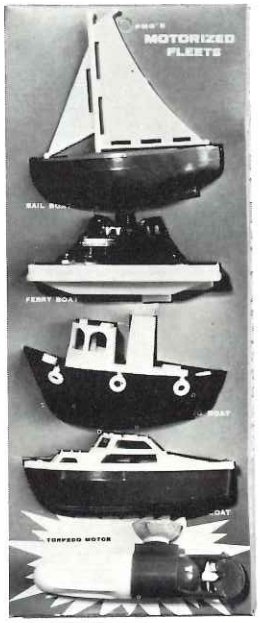
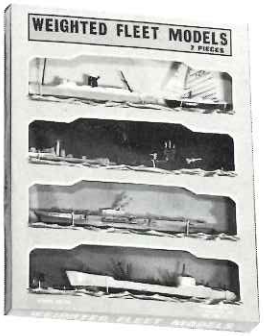
19/275 3 Asst. Plastic Cruisers with Detachable Sub Motor W/B. Uses 1 Penlite Battery. 12 dz. 48#

24/53 B/O Cabin Cruiser. Window Boxed 11½ x 4 x 3¾ with imitation Chrome Trimming Uses 2 C Batteries. 4 dz. 30#

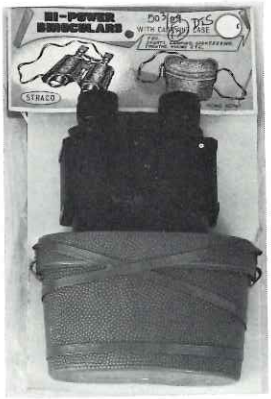


31/10 Motorized Fleet Set 4 5" Plastic Boats with Sub Motor. Uses 1 Penlite Battery. 6 dz. 42#



69/366 7 pc. Weighted Fleet Set 12 dz. 60#
69/64 7 pc. Weighted Fleet Set 12 dz. 50#
169/123 4 pc. Weighted Fleet Set 24 dz. 50#

29/72 B/O Luxury Cabin Cruiser With Light. Window Boxed 13½ x 5 x 4½. 2 dz. 28#

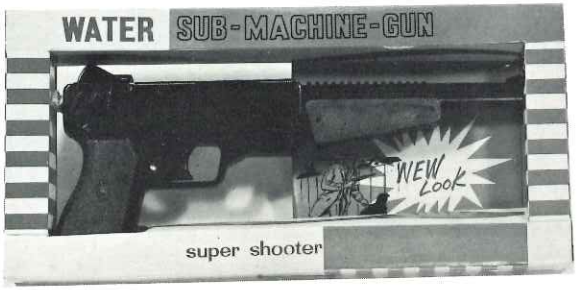


193/2 4" Binoculars VBH With Carry Case. 6 dz. 20#

193/1 6½" Binoculars VBH 12 dz. 36#
193/100 4" Heat Sealed 12 dz. 27#
193/101 6½" Heat Sealed 8 dz. 30#

10/26 20" Telescope VBH 8 dz. 40#
10/27 Same OD Color

14/429 Water Gun Deal. Each Assortment Contains:
18 pcs ppd @ $ .10, 18 pcs ppd @ $ .19
24 pcs ppd @ $ .29, 12 pcs ppd @ $ .39
6 dz. per deal. 10 deals 55#



80/49 11" Plastic Water Gun Shrink Packed 6 dz. 30#

48/65 7" Plastic Water Gun Blister Packed 24 dz. 30#

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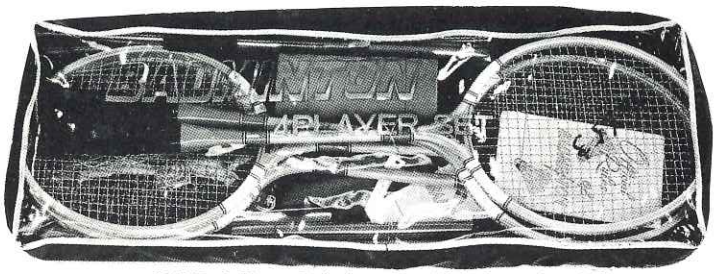
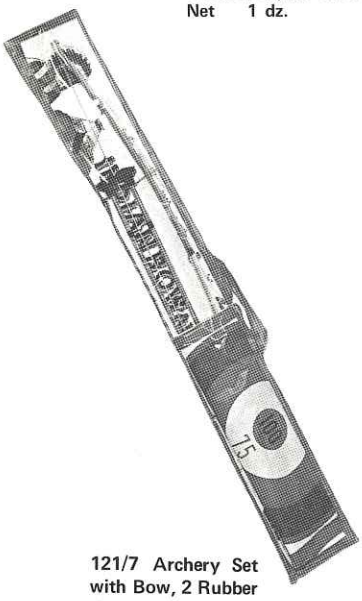
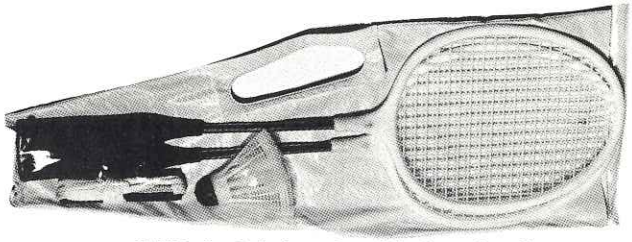


41/217 4 Player Badminton Set With Carry Case 26" Rackets, Nylon Strung, 3-ply Metal Poles Shuttlecocks Net 1 dz. 40#

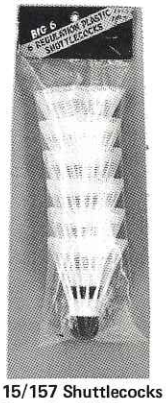
41/215 2 Player Badminton Set With Carry Case 26" Rackets, Nylon Strung 3-ply Shuttlecocks Net 4 dz. 60#



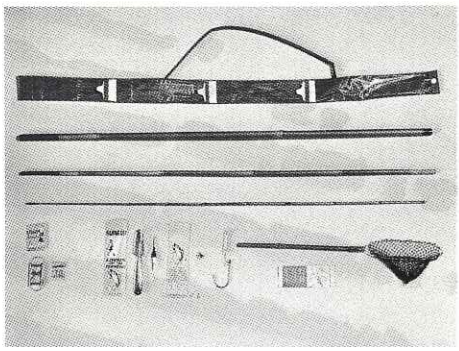
121/7 Archery Set with Bow, 2 Rubber tipped Arrows and paper target in vinyl carry case.
12 dz. 40#



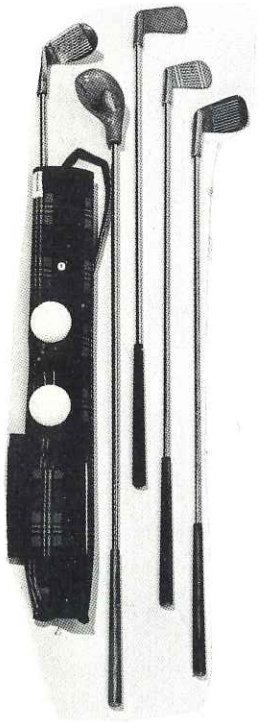
19/263 Jr. Badminton Set with Carry Case 2 Steel Shafted Rackets Net Shuttlecock 12 dz. 65#
15/163 Same 12 dz. 65#



15/157 Shuttlecocks
6 per Bag VBH
3 gross Bags 60#

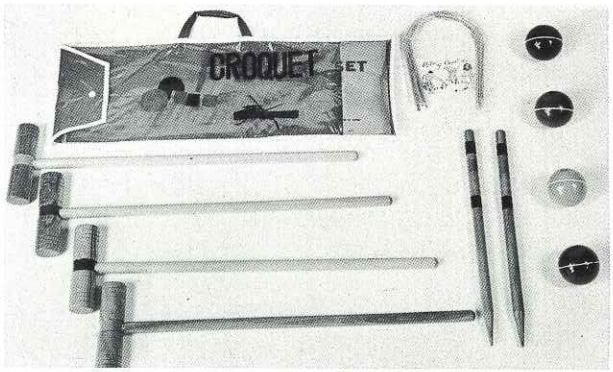


1/1 STRACO FISHING SET, VINYL CARRY CASE WITH ARMSLING
9 foot 3-part Pole with Illustrated accessories and an extra net to carry home the catch 12 dz. 80#



225/7 Golf Set Boxed
5 clubs 26" 2 dz. 70#

GOLF SETS VINYL BAGGED
225/5 3 Clubs 26" 4 dz. 60#
20/4 6 Clubs 26" 2 dz. 50#



55/121 4 Player Croquet Set With Carry Case 25" Mallet Shaft 1 dz. 55#

96/4 Tennis Balls 3 Balls VBH 12 dz. 40#

96/1A Tennis Racket
5-Ply Nylon Strung
50 pc. 24#

DIE CAST MODELS

By Budgie

MADE IN ENGLAND

BUDGIE DIE CAST MINATURE CARS SINGLE OR TRIPLE RACK PACKED

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1107 Broadway
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DEAL 500
SINGLE PACKED MODELS
15 ASSORTED MODELS TO
A DEAL OF 12 DOZEN
1 Deal 17#
DEAL 501
SAME AS 500 WITH STAND

DEAL 900
TRIPLE PACKED MODELS
15 ASSORTED MODELS TO
A DEAL OF 4 DOZEN
1 Deal 17#
DEAL 901
SAME AS 900 WITH STAND

WATCH FOR NEW MODELS

57 Railway Express Truck

56 Hertz Truck

12 Volkswagen Micro Bus

58 Moving Van

20 Ambulance

59 Fire Engine

15 Austin Station Wagon

21 Oldsmobile Sedan

5 Police Car

8 Volkswagen

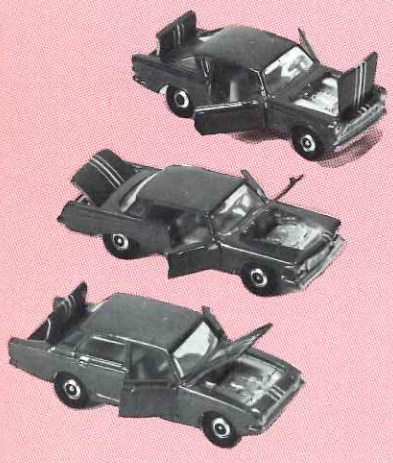
60 Squad Car

61 Q Car

27 Fire Chief Car

14 Packard Convertible

19 Rover 105



7/215 Lone Star Flyers Die cast minature low friction racing cars, painted in high metallic finish with racing stripes. These flyers are the fastest running cars ever made. Faster than any other cars on the market. All cars have opening hood,doors, and trunk, with spring suspension. Heat sealed on multi-colored card.
12 assorted cars per assortment. 12 dz. 48#

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15/305 2 Asst'd. Coffee & Tea Sets.
Heat Sealed. 12 dz. 30#
48/201 Kitchen Set. 6 dz. 20#

14/416 Plastic Tool Set.
Heat Sealed. 18 dz. 30#

4/128 6 Asst'd. Puppet Troupes
Heat Sealed. 24 dz. 30#

15/327 Puzzle Pix Chain Puzzle
Heat Sealed. 24 dz. 40#

4/221 6 Asst'd. 5" Free Wheeling Racers
Heat Sealed 24 dz. 40#
4/229 Same 3" 60 dz. 40#

25/526 Friction Space Ship
Heat Sealed 12 dz. 40#

80/117 A Go-Go Set Heat Sealed 12 dz. 40#

4/124 Changeable Sunglasses
Heat Sealed. 24 dz. 40#

15/324 Locomotive Whistle.
Heat Sealed 24 dz. 30#

25/236 Recoil Racer Heat Sealed 6 dz. 30#

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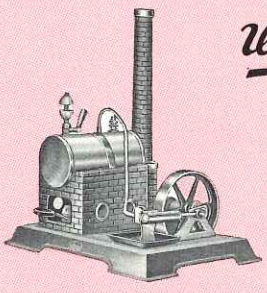
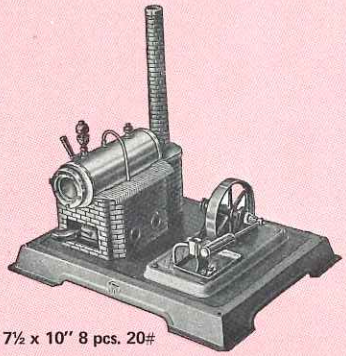
2900 Esbit Tablets

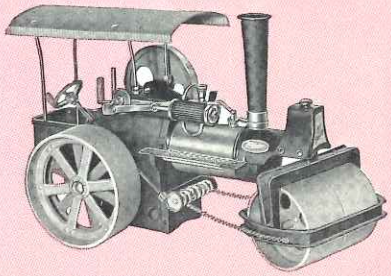


23/18 x 5½ x 10" 12 pcs. 10#

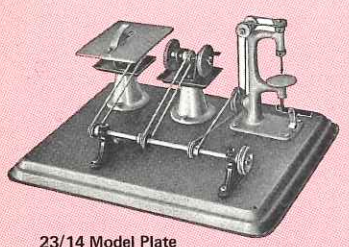
Wilesco



23/2 10½ x 7½ x 10" 8 pcs. 20#

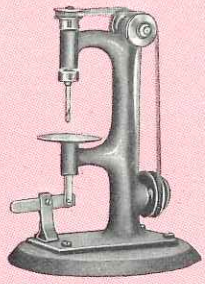


23/38 Old Smokey 1 pc. 20#

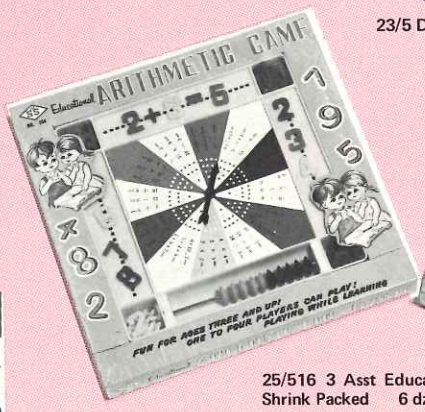


23/14 Model Plate

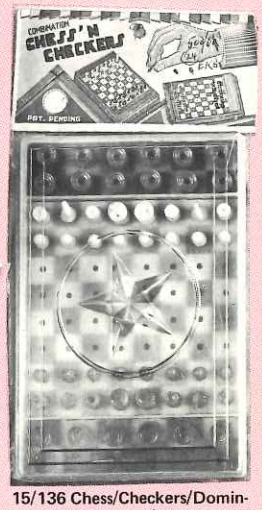
23/7 Band Saw



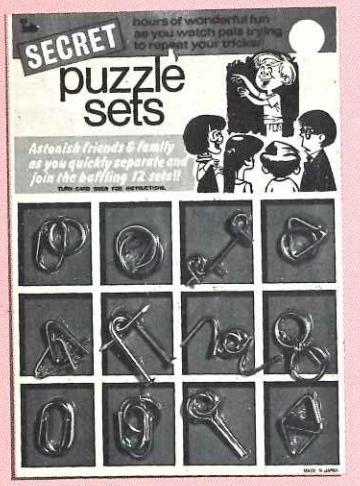
23/5 Drill Press



25/516 3 Asst Educational Games
Shrink Packed 6 dz, 40#



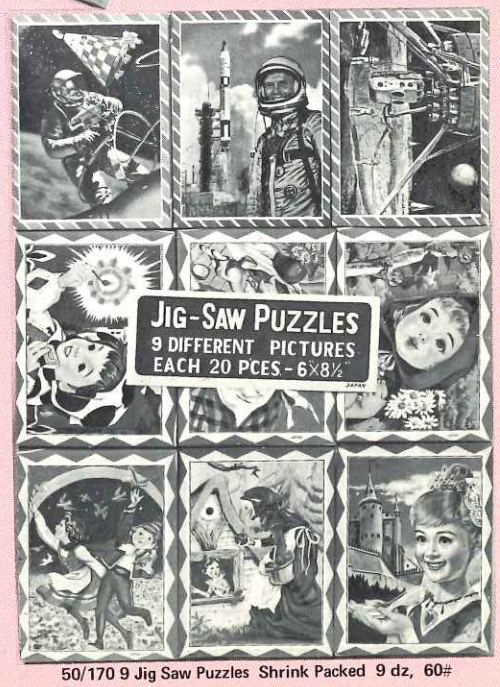
15/136 Chess/Checkers/Dominoes Vinyl Bagged/Header. 24dz 40#


SECRET
puzzle sets
hours of wonderful fun as you watch pals trying to repeat your tricks!
Astonish friends & family as you quickly separate and join the baffling 12 sets!!

5/81 Magic Puzzles 12 dz, 36#

WOOD CHESS MEN

266/10 Polished	2¼"	6 dz.	40#
266/11 Polished	2½"	6 dz.	56#
266/13 Polished	3 "	2 dz.	25#
269/2 Var. Wtd. Flt.	2¾"	1 dz.	15#
269/4 Var. Wtd. Flt.	3¼"	1 dz.	22#



50/170 9 Jig Saw Puzzles Shrink Packed 9 dz, 60#

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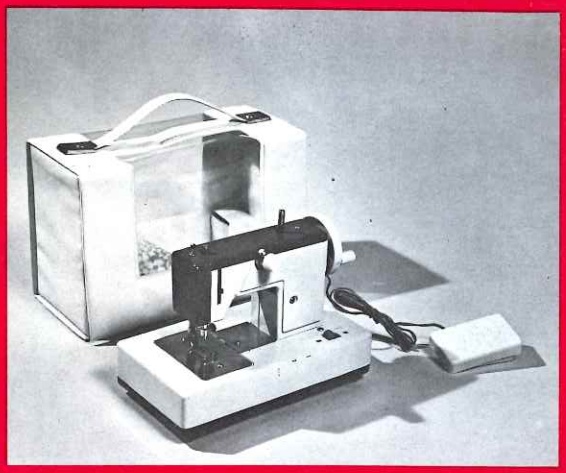

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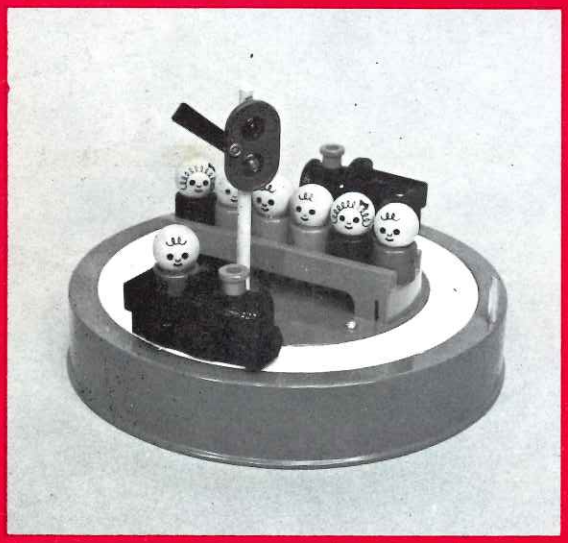
TOYS OF QUALITY

1970



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